



April 2, 2012

The following is a report on Public Affairs Programming for the First Quarter of 2012 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Education  
Economy  
Health  
Community Relations

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

Tim Clarke  
Program Director

TC/mlm

### **Education**

**Sunday, January 1, 2012 – Spectrum 6:00 a.m.**

30:00

Host: Dayle Greene. Guests: Corey Frazier, Engineer, Microsoft, Portland, Oregon; and Tony Frazier, United States Postal Service, Tampa.

This father-son team discussed the importance of creating career goals, educational goals, discipline, and being focused with Dayle. The message Cory and Tony want to send is that these values and principles still work in today's challenging society.

**Sunday, January 8, 2012 – Spectrum 6:00 a.m.**

30:00

Host: Dayle Green. Guest: Dr. Henry Lewis, President, Florida Memorial University, Miami Gardens.

Dr. Lewis discussed what is offered at this small, historically Black, liberal arts university with Dayle. FMU offers courses that include aviation, teacher training, and hospitality management. All 2,000 students were given laptop computers to enhance learning. Next year, they will be given iPads as learning tools. Dr. Lewis boasted about the low student/teacher ratio plus the high graduation rate.

**Sunday, January 15, 2012 – Spectrum 6:00 a.m.**

30:00

Host: Dayle Greene. Guest: Joshua Newhouse, media specialist; and Albert Owens, Scholarship Foundation Founder, Tampa.

Mr. Newhouse discussed with Dayle a successful drive to get books on the shelves in the library and in the hands of students. Most of the students at Sligh Middle School are on free and reduced lunches. Many of these students do not have a computer or Internet service at home let alone a bookshelf full of books.

**Sunday, January 29, 2012 – Spectrum 6:00 a.m.**

30:00

Host: Dayle Greene. Guests: Joe Lundy and Orlando Goodwin, Tampa District Sons of Allen.

The Tampa District Sons of Allen is a faith-based mentoring group in Hillsborough County. Mr. Lundy and Mr. Goodwin discussed plans for the upcoming 3-day Spring Break college tour with Dayle. The tour will consist of four colleges and universities in Alabama and two in Florida as part of the group's annual college tour to positively expose 43 young men (6th grade through high school) to higher education. The group raised \$12,000 for this effort. Many of the young men have never been out of Tampa and some never out of their neighborhood.

**Sunday, January 29, 2012 – Sunday Morning 6:30 a.m.**

30:00

Host: Ann Kelly. Guest: Doug Tuthill, President of Step Up for Students; Crisha Scolaro, Administrator of Pepin Academy; and Lauren Pepin.



In the first segment, Mr. Tuthill discussed the Step Up for Students campaign and their 10th anniversary celebration with Ann. How the program got its start and how a family can determine if this program is right for their child were discussed. Mr. Tuthill also outlined the qualifications to join the program and how Step Up works with other educators and programs in the community. In closing, Step Up's greatest successes and what they will do to improve the program in the next ten years were discussed.

### **2<sup>nd</sup> Segment**

In the second segment, Ms. Scolaro and Ms. Pepin discussed with Ann a recent article in the news that was highly critical of charter schools in general. The shift of tax money to charter schools and why they have turned into one of the fastest growing industries in Florida were covered. Ms. Scolaro and Ms. Pepin also discussed accountability for the money that funds the \$400 million a year business in the State and what criticisms they've dealt with. In closing, their educational mission, who's controlling the staff and finances, who makes the major decisions, the evolution of the charter school movement, and what their future expectations are were explained.

### Sunday, February 19, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Jose Rico, Administrator, White House Council on Hispanic Affairs, Washington, D. C.

Mr. Rico discussed problems, challenges, and viable solutions regarding the high school graduation rates among Hispanic students with Dayle.

### Sunday, March 11, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Forest Farley and Dr. Harold Nixon, New Tampa, representing the professional fraternity known as Sigma Omricon Phi/Boule.

Dr. Nixon and Mr. Farley discussed with Dayle the upcoming, annual scholarship fundraising event where monies raised will be split among Hillsborough Community College and St. Petersburg College for deserving students.

### Sunday, March 18, 2012 – Spectrum 6:00 a.m.

15:00

Host: Dayle Green. Guests: Aaron Keith, Hakim Henderson, and Josh Mitchell of Tampa.

Mr. Keith, Mr. Henderson, and Mr. Mitchell are high school students who reported on their recent college tour to Alabama. These students discussed with Dayle the self-confidence they have as they return to school following Spring Break. In addition, the students discussed what they need to do in terms of college prep courses, volunteer work, and seeking scholarships.



### **Economy**

Sunday, February 5, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. James Brookins, health care consultant, Tampa.  
Dr. Brookins discussed health care legislation, managed care, preventative practices, and prudent dietary lifestyles and choices with Dayle.

Sunday, February 12, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Frank Sanchez, Undersecretary of Trade for the U. S. Department of Commerce, Washington, D. C.  
Mr. Sanchez discussed with Dayle the increase in trade opportunities for the Tampa Bay region with its ports (Port Tampa and Port Manatee) and Tampa International Airport. This is a key factor because trade with Central, Latin, and South America, along with other places around the globe, is on the upswing thereby creating job opportunities.

Sunday, February 26, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Diane Overton-Sandborn, Life Skills Coach, St. Petersburg.  
Ms. Sandborn discussed with Dayle how candidates should prepare for a job interview or attending job fairs. Keep in mind that you only get one chance to make a first impression. Ms. Sandborn also discussed in great detail how men and women should dress from head to toe. In addition, applicants should be prepared with several pens, resumes, a smile, firm handshake, eye contact, and be informed about the companies where they are applying.

Sunday, March 4, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: U. S. Congresswoman Kathy Castor, Washington, D. C. and Tampa.

Congresswoman Castor discussed with Dayle the growing number of public and private jobs available along with training opportunities for job candidates via a job fair that attracted 1,271 job seekers.

Sunday, March 18, 2012 – Spectrum 6:00 a.m.

15:00

Host: Dayle Greene. Guest: Katie McGill of Dress for Success – Tampa Bay.  
Ms. McGill discussed with Dayle that the key difference for women landing a job or moving up within a company or organization could be the way they dress.

Sunday, March 18, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: John Sowinski, President of “No Casinos for Florida”.  
Mr. Sowinski discussed with Mimi the reasons why “No Casinos” is in favor of tightening the state’s rules (House Bill 3) on Internet casino gambling in Florida. The



effect Internet cafes in strip malls have on the communities where they exist and statistics on the number and kinds of crime that surround areas of operation was discussed at length. The socio-economic groups targeted by these companies were identified. Mr. Sowinski also discussed how to limit the availability to these “easy access” highly addictive parlors and what steps the community can take to restrict the legislature from continuing to allow them to operate without restriction. “No Casinos” opposition to the expansion of gambling in general, how it relates to Internet casinos, shutting down grants, and allowing amnesty to those who have chosen to operate in the “grey zone” in violation of the Seminole Compact were also discussed.

### **Health**

Sunday, January 1, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Ann Kelly. Guests: Dr. Ron Schiff, Oncologist at Florida Hospital Tampa, and Shelby Coriaty.

Dr. Schiff discussed with Ann the recent FDA decision to revoke approval of Avastin as a treatment for breast cancer and the side effects it produced in some patients. Despite the FDA’s decision, Avastin will stay on the market for treatment of other diseases. Doctors do have the option to prescribe Avastin to their patients for treatment of breast cancer, but the cost of the prescriptions will not be covered by insurance and very few will be able to afford it. Dr. Schiff also discussed the pressure the FDA is using on drug companies to speed approval of drugs without proving their effectiveness and how that may be creating more problems for patients. In closing, Dr. Schiff discussed new drugs that are currently in clinical trials and what may be on the way to help cancer patients.

### **2<sup>nd</sup> Segment**

In the second segment, Ms. Coriaty discussed Avastin with Ann. Ms. Coriaty is a breast cancer survivor who leads many support groups in the Bay Area. The groups avoid the clinical aspects in meetings and rely on each other for support and information. The loss of Avastin as a treatment has been a strong topic of discussion for the groups. In closing, how to contact support groups, how to join them, and how to contact the American Cancer Society for further information were discussed.

Sunday, January 8, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Ann Kelly. Guest: Dr. Jo Lichten, Ph.D.

Dr. Lichten discussed methods of keeping the major resolutions we make and break each year regarding weight loss with Ann. One way we seem to sabotage ourselves is by eating too many processed foods and dining out too often. Dr. Lichten gave many tips on how to dine out in a healthier manner. These tips included special requests to make in restaurants to save money and calories, which kid’s menus are the best, how to get smaller portions, and a better way to estimate the actual calorie counts.



### 2<sup>nd</sup> Segment

In the second portion of our interview, Dr. Lichten discussed specific restaurants. There were some she approved for their menu selections along with a warning for dishes that sound healthy but aren't. What the warning signs are to avoid making caloric mistakes and how to keep our choices healthy throughout the year were also discussed. In closing, Dr. Lichten offered copies of her new book Eat Out Healthy to our listeners through her website.

#### Sunday, March 11, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. David Becker with the Clearwater Gastroenterology Group.

Dr. Becker discussed the new advances in health care relating to colorectal cancer detection and treatments with Mimi. How to recognize and treat the disease and what measures can be taken to prevent colorectal cancer from being an issue in a person's life were mentioned. Dr. Becker suggested preventative measures that include nutrition and lifestyle changes. In addition, Dr. Becker discussed several websites and numbers that offer resources for the community, the lack of insurance, and free screening advice.

#### Sunday, March 25, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Bill Hogan, Certified Addictions Professional, Tarpon Springs.

Mr. Hogan discussed the signs and symptoms of drug abuse with Dayle while placing special focus on middle, high school, and college students. Mr. Hogan also discussed the key role that parents play in being the so-called anti-drug.

#### Sunday, March 25, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Ann Kelly. Guest: Nicole Johnson, former "Miss America".

Ms. Johnson, a diabetes patient, discussed with Ann the recent news reports of public personalities like Paula Deen revealing she suffers from diabetes. People like Ms. Deen appear to live an unhealthy lifestyle but benefit from being a paid spokesperson for a drug company. Ms. Johnson discussed her own battle with the disease and the books she has written on the subject to help educate and inform people. In closing, Ms. Johnson mentioned how to support the work of the Diabetes Foundation in Tampa Bay and their upcoming awareness and fundraising walk in April.

### Community Relations

#### Sunday, January 22, 2012 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Steve Miller, Drug Court Administrator for the Thirteenth Judicial Circuit, Tampa.



Mr. Miller discussed with Dayle statistics which show an alarming rate of juveniles and teens mirroring the behavior of those in their neighborhood, the entertainment industry, and some parents as it relates to experimenting with drugs. Many of the drugs are sold over the counter.

### Sunday, February 5, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Ann Kelly. Guest: Rick Chaboudy, Executive Director, Suncoast Animal League. Ms. Chaboudy discussed with Ann the successful use of social media by many animal rescue groups. Using these outlets has changed their work over the past six years. Also discussed were some of the more difficult rescues they have dealt with and why a no-kill shelter is an expensive shelter to maintain. Mr. Chaboudy also shared some of their recent success stories that have taken the group from the Tampa Bay area to as far away as Vermont and their fund raising efforts to keep the shelters open. In closing, who is and who is not a good candidate as a pet owner and the possibilities there are for foster families were also explained.

### Sunday, February 26, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Ann Kelly. Guests: Jennifer Bement, Public Relations Spokesperson for Southeastern Guide Dogs; and David Caras, Puppy Specialist.

Ms. Bement discussed the training of guide dogs for the visually impaired with Ann. The associated costs can reach \$60,000 per dog, and this is at no cost to the person who is matched with the animal. Southeastern Guide Dogs has a self-contained breeding program on their 23-acre campus. The process of training the dogs and the many programs that the dogs are used for were also discussed. One such program is the "Paws for Patriots" program where returning soldiers with PTSD are specially matched with their dogs. Another program is the "Gifted Canines" program for specialties such as bomb sniffing. Ms. Bement also discussed the many options open for volunteers that include puppy hugging, fostering, and walking. In closing, Mr. Caras touched on how a dog is retired from the program, what the future of Southeastern Guide Dogs is, and their upcoming fundraiser on March 3<sup>rd</sup> in Vinoy Park.

### Sunday, March 4, 2012 – Sunday Morning 6:30 a.m.

30:00

Host: Ann Kelly. Guest: Janet McGuire, Communications Officer for the West Coast Region and Tampa Bay Chapter of the American Red Cross.

Ms. McGuire discussed the performance of the Red Cross over the past year with Ann. The many disaster scenes they were part of and how the many programs they offer lead to relief for victims were covered. Ms. McGuire discussed the importance of both their staff and volunteers, especially one person who is going to spend four months in Kuwait. He has dedicated his life to service of the Red Cross. The difficulties faced when dealing with children especially in a crisis and the programs offered to assist were touched upon. Ms. McGuire mentioned the ways they plan to improve their service even more over the coming months. March is Red Cross Month. So, the programs and fundraisers that have been planned were discussed. The Red Cross receives no government funding.

Ms. McGuire discussed the importance of the programs that will be held locally at the Museum of Science and Industry, the Glazer Children's Museum, and other locations to raise funds.

Sunday, March 25, 2012 – Sunday Morning 6:30 a.m.

15:00

Host: Ann Kelly. Guest: Karen Nalven, President and Chief Executive Officer of the West Central Florida Better Business Bureau.

Ms. Nalven discussed with Ann the serious mistakes we make with our personal information, how to avoid online scams, and what to do if you think you're a victim of a scam. Internet security, identity theft, and the length of time it can take to recover from identity theft were also covered. In closing, Ms. Nalven mentioned the Online Trust Alliance's Data Protection and Breach Readiness Guide and how it can help protect us from data loss incidents.